REMARKS/ARGUMENTS

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the amendments and remarks herewith. The present amendment is being made to facilitate prosecution of the application.

I.   STATUS OF THE CLAIMS AND FORMAL MATTERS

Claims 1-12 and 19-21 are currently pending. Claims 1, 11-12, and 19-21, which are independent, are hereby amended. No new matter has been introduced. Support for this amendment is provided throughout the Specification as originally filed, and specifically at pages 20-21, 42, and 51.

Claims 1, 11-12, and 19-21 were objected to because of an informality. The present Amendment corrects the informality, thereby obviating the objection.

Changes to claims are not made for the purpose of patentability within the meaning of 35 U.S.C. §101, §102, §103, or §112. Rather, these changes are made simply for clarification and to round out the scope of protection to which Applicants are entitled.

II.   REJECTIONS UNDER 35 U.S.C. §112

Claims 1-12 and 19-21 were rejected under 35 U.S.C. §112, second paragraph, for phrases that allegedly lacked sufficient antecedent basis. The present Amendment corrects the antecedent basis problems, thereby obviating the rejection.

Claims 1-12 and 19-21 were rejected under 35 U.S.C. §112, second paragraph, for allegedly being incomplete for omitting essential structural cooperative relationships of

elements. The present Amendment corrects the structural elements, thereby obviating the rejection.

III. REJECTIONS UNDER 35 U.S.C. §102(e)

Claims 1-12 and 19-21 were rejected under 35 U.S.C. §102(e) as allegedly anticipated by U.S. Patent No. 6,549,939 to Ford et al. (hereinafter, merely "Ford").

As understood by Applicants, Ford relates to a proactive calendar notification agent involving two elements. A tagged "language" to be used in the calendar entry, and an "agent" works based on a user profile that is defined during setup. The agent periodically scans the calendar entries for the tags, and then fetches information from a network, such as the Internet, at a predetermined interval or intervals before the tagged event. The user profile defines the method of delivering information to the user. (See Ford, col. 2, lin. 10-25.)

A. INDEPENDENT CLAIMS 1, 11, AND 12

Claim 1 recites, *inter alia*:

"... computation means for **computing an expected value of a response transmitted** by a plurality of information-processing terminals **in response to each of a plurality of contents transmitted** to said information-processing terminals; and

select means for **selecting some of the plurality of contents to be transmitted** to each of said information-processing terminals **based on said expected value computed** by said computation means for each of said contents ...

wherein said computation means **computes said expected value by regular extraction based on a formula, wherein said formula is one of a linear association expression, a nueral network, a sigmoid function, a rule form of a conditional, a decision tree model, or a statistical technique based on a linear**

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>> model, a discriminative analysis, a logistic
>> recurssion/regression, or a cluster analysis,

>> wherein said linear association expression is a linear expression
>> of a sum of terms which are each a product of a numerical data
>> denoting each user's independent preferences and a coefficient
>> denoting the plurality of transmitted contents, and

>> wherein said expected value can be expressed as a ratio of a
>> maximum response rate and a minimum response rate."
(Emphasis added)

Applicants respectfully submit that nothing has been found in Ford that would

disclose or suggest the above-identified features of claim 1. Specifically, Ford fails to teach or

suggest computing an expected value of a response transmitted in response to each of a plurality

of contents and selecting some of the plurality of contents to be transmitted based on said

expected value, as recited in claim 1.

Furthermore, Ford fails to teach or suggest computing the expected value by

regular extraction based on a formula, which is one of a linear association expression, a nueral

network, a sigmoid function, a rule form of a conditional, a decision tree model, or a statistical

technique based on a linear model, a discriminative analysis, a logistic recurssion/regression, or a

cluster analysis, as recited in claim 1.

Further, Ford fails to teach or suggest that the linear association expression is a

linear expression of a sum of terms which are each a product of a numerical data denoting each

user's independent preferences and a coefficient denoting the plurality of transmitted contents, as

recited in claim 1.

Additionally, Ford fails to teach or suggest that the expected value can be

expressed as a ratio of a maximum response rate and a minimum response rate, as recited in

claim 1.

Finally, Applicants respectfully submit that the present application relates to a

data mining server that uses test transmissions of advertisement data in order to increase a

response rate. In contrast, Ford teaches a proactive calendar notification agent, as explained

above. Applicants respectfully submit that the disclosure of the present invention and the

teachings of Ford cannot be equated.

For all the reasons discussed above, Applicants respectfully submit that claim 1 is

patentable.

Claims 11 and 12 are similar in scope to claim 1, and are therefore patentable for

similar reasons.

B.   INDEPENDENT CLAIMS 19, 20, AND 21

Claim 19 recites, *inter alia*:

"... computation means for **computing an expected value of a
response transmitted** by a plurality of information-processing
terminals **in response to each of a plurality of contents
transmitted** to said information-processing terminals;

first producing means for **producing a first assessment
information on a set of largest expected values computed** by
said computation means for said responses transmitted by said
information-processing terminals **in response to said plurality of
contents based on said set of largest expected values** which are
each computed by said computation means for one of said
contents; and

second producing means for **producing a second assessment
function of said set of largest expected values computed** for all
said contents **including user specific information relating to
each of said information-processing terminals by synthesizing
pieces of said assessment information** which are each produced
by said first producing means for one of said contents ...

wherein said computation means **computes said expected value
by regular extraction based on a formula, wherein said**

formula is one of a linear association expression, a nueral network, a sigmoid function, a rule form of a conditional, a decision tree model, or a statistical technique based on a linear model, a discriminative analysis, a logistic recurssion/regression, or a cluster analysis,

wherein said linear association expression is a linear expression of a sum of terms which are each a product of a numerical data denoting each user's independent preferences and a coefficient denoting the plurality of transmitted contents,

wherein said expected value can be expressed as a ratio of a maximum response rate and a minimum response rate, and

wherein said response transmitted in response to each of the plurality of contents may be a selective transmission or a random transmission." (Emphasis added)

Applicants respectfully submit that nothing has been found in Ford that would

disclose or suggest the above-identified features of claim 19. Specifically, Ford fails to teach or

suggest computing an expected value of a response transmitted in response to each of a plurality

of contents transmitted, producing a first assessment information on a set of largest expected

values computed in response to said plurality of contents based on said set of largest expected

values, and producing a second assessment function of said set of largest expected values,

including user specific information by synthesizing pieces of said assessment information, as

recited in claim 19.

Furthermore, Ford fails to teach or suggest computing the expected value by

regular extraction based on a formula, which is one of a linear association expression, a nueral

network, a sigmoid function, a rule form of a conditional, a decision tree model, or a statistical

technique based on a linear model, a discriminative analysis, a logistic recurssion/regression, or a

cluster analysis, as recited in claim 19.

Moreover, Ford fails to teach or suggest that the linear association expression is a

linear expression of a sum of terms which are each a product of a numerical data denoting each

user's independent preferences and a coefficient denoting the plurality of transmitted contents, as recited in claim 19.

Further, Ford fails to teach or suggest that the expected value can be expressed as a ratio of a maximum response rate and a minimum response rate, as recited in claim 19.

Additionally, Ford fails to teach or suggest that the response transmitted in response to each of the plurality of contents may be a selective transmission or a random transmission, as recited in claim 19.

Finally, Applicants respectfully submit that the present application relates to a data mining server that uses test transmissions of advertisement data in order to increase a response rate. In contrast, Ford teaches a proactive calendar notification agent, as explained above. Applicants respectfully submit that the disclosure of the present invention and the teachings of Ford cannot be equated.

For all the reasons stated above, Applicants respectfully submit that claim 19 is patentable.

Claims 20 and 21 are similar in scope to claim 19, and are therefore patentable for similar reasons.

IV.   DEPENDENT CLAIMS

The other claims in this application are each dependent from one of the independent claims discussed above and are therefore patentable for at least the same reasons. Since each dependent claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.
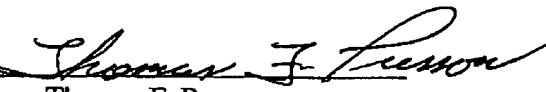
CONCLUSION

In the event the Examiner disagrees with any of statements appearing above with respect to the disclosure in the cited reference, it is respectfully requested that the Examiner specifically indicate those portions of the reference providing the basis for a contrary view.

Please charge any additional fees that may be needed, and credit any overpayment, to our Deposit Account No. 50-0320.

In view of the foregoing amendments and remarks, it is believed that all of the claims in this application are patentable and Applicants respectfully request early passage to issue of the present application.

Respectfully submitted,

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